# Rommy Z. Hidmi

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m rommyh.com

# **EDUCATION**

# **University of Pittsburgh College of Business** Administration

Bachelor of Science in **Business Administration** 

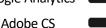
Marketing & Business *Information Systems* 

Magna Cum Laude GPA: 3.55

#### **SKILLS**

MS Excel

Google Analytics



Tableau



SQL



#### INTERESTS

**Eco-Effectiveness** 

Fashion

**Graphic Design** 

E-Commerce

Ceramics

Basketball

Media & Entertainment

## **WORK EXPERIENCE**

#### **Olson Zaltman Associates**

Market Research & Insight Intern

Pittsburgh, PA

Spring 2019

- Developed brand position and marketing strategy for new product release, ensuring proper implementation of consumer insights
- Identified new business and research opportunities, leading to new project proposals
- Performed qualitative analysis for Coca-Cola ethnographic research project, identified common themes from consumer interviews and synthesized insights into client decks

## **Kering Group Americas**

Management Information Systems (MIS) Intern

New York, NY

Summer 2018

- Managed account creation work stream of Workday HR system implementation to ensure duplicate and terminated profiles were accounted for
- Led the procurement (researched options, requested quotes) and assisted in the application of the final selected asset management tool for valuing and tracking leased equipment for all brands
- Created process manual for implementation of new asset management software

# **Kering Group Americas**

Operations and Infrastructure Intern

New York, NY

Summer 2017

- Analyzed service desk ticket data for each Kering Group brand, creating monthly and quarterly trend reports for senior Steering Committee presentation
- Coordinated phase I of Gucci's cordless phone hardware upgrade project by liaising with 32 store managers and the Infrastructure Team for the collection of store data
- Drafted step-by-step manuals and job aid toolkits for store managers with regular register and specialized application issues
- Audited AirWatch, removing over 600 inactive accounts for significant cost savings

## LEADERSHIP & VOLUNTEER EXPERIENCE

#### **Design for America**

*Officer & Activities Director* 

- Led development of solutions to community problems, such as MyH2info, providing testing for lead levels in city water
- Planned educational workshops with Women for a Healthy Environment
- Won \$3,000 prize in the Randall Family Big Idea Competition

#### **Fashion Business Association**

Member

Organized information sessions and philanthropic events such as Denim Donation, encouraging members to tatter, reconstruct and donate old denim to charity